

Veggie Victuals Course Project
Menu Rubric

Student(s) Name(s): _____

Sem/Date: _____

Your menu is graded based on the following attribute. Each attribute is rated on a scale of 1-5. A total of 100 points is possible if each attribute is met.

- 5 = Exceptional
- 4 = Exceeds Exceptional
- 3 = Meets Exceptional
- 2 = Needs Improvement
- 1 = Unacceptable

Attribute:		Score:
MENU COVER	THEME: Menu cover reflects the theme of the restaurant.	
	CREATIVITY: Menu cover has imaginative and creative artwork.	
	DESIGN: Menu has a unique shape and / or design.	
	MATERIAL USED: Menu is constructed on durable stock.	
	RESTAURANT INFORMATION: Gives address, phone, and other pertinent information.	
MENU CONTENT	Categories are listed in the proper sequence.	
	Headings are used to separate categories and are in bold font.	
	Listings are worded utilizing descriptive terminology.	
	Truth in menu is followed.	
	Prime space is properly used for high gross item and is boxed in.	
	Font is easily read and is 12 pt. font minimum.	
	Beverages and desserts are suggested in the appropriate locations.	
	Clip-ons are printed on the same quality of paper and in the same style of font.	
	Clip-ons do not cover regular item listings.	
	Psychological Pricing is utilized.	
	There are no add-on charges (i.e. sour cream or bleu cheese extra charge)	
	Negative terminology is not used.	
	Artwork is used to tie in with the cover and the theme of the restaurant.	
	Institutional copy is used to enhance the theme.	
	Marketing for banquets, catering, carry-outs, and / or delivery is present.	

Comments:

Total Score: _____

